

# Shweta Gulati

Regional Controller – North



## HOW LONG HAVE YOU BEEN WORKING WITH BLUE DART?

I started my journey with Blue Dart in January 2019.

## WHAT IS YOUR ROLE AT BLUE DART? (IN TWO LINES)

I am the Regional Controller – North. This means Jammu & Kashmir, Himachal Pradesh, Haryana, Punjab, Delhi, Uttarakhand, Uttar Pradesh and Rajasthan; all come under my purview.

## WHAT IS YOUR KEY PRIORITY IN YOUR ROLE?

As a Regional Controller, my responsibilities include; stringently adhering to timelines for reporting of key numbers and statutory compliances, focus on optimization of the financial performance of the region which can be achieved by collecting receivables as per the timeline, also managing costs both efficiently and effectively; thus contributing to the overall returns of the Company.

My priorities also include working as one team; providing good leadership, communicating with different stakeholders and supporting the Company's mission, values and culture, actively.

## WHAT IS THE WORK CULTURE LIKE AT BLUE DART IN TERMS OF FUN AT WORK, SAFETY, RELIABILITY?

As Simon Sinek rightly quoted, "Customers will never love a company until its employees love it first". Blue Dart exhibits a workspace, where employees get a safe and comfortable environment. Every employee is provided with multiple opportunities which he/she can explore to attain new heights thus entirely justifying why all employees say "I LOVE MY BLUEDART"

**Fun at Work-** Having an atmosphere induced with fun at work is essential to aid employee motivation, creativity and team building. Employee engagement activities, festive celebrations, appreciation week, open houses, performance dialogue activities, birthday and work anniversaries create a good work culture and a healthy working environment.

**Safety-** Blue Dart is a 'People First' organisation and treats the employees' interests with paramount. The foundation of our company's culture is built on a 'Can-Do' attitude and mutual respect for all team members. Each employee's voice, irrespective of the level they hold in our organization is important. Blue Dart is recognized as one of the Great Places to Work and also one of the Best Workplaces for Women in India and has always believed in prioritizing its people by ensuring the following:

- Physical safety of employees while they are on the job
- Zero tolerance policy on sexual harassment.
- Conducive environment for employees to express.
- Equal opportunities for both female and male workers at the workplace.
- Regular wellness and workplace orientation programs to create awareness among employees on women's safety.

Reliability- The company creates an enabling environment for the overall development of the employees, which in turn helps to meet the customer's and stakeholder's expectations round-the-clock. I am truly very proud to be part of this team.

## WHAT IS THE GOAL YOU WANT TO ACCOMPLISH WHILE WORKING AT BLUE DART?

At Blue Dart, we believe in being the best and setting the pace. Going by that I want to consistently be on the path of learning and be in a position where I can further contribute to the company's growth by getting more opportunities to act as a strategist, catalyst and in turn become a key asset for the organization.

## WHAT DO YOU THINK WOULD ENCOURAGE MORE WOMEN IN LOGISTICS?

The logistics industry is stereotypically identified as a male-dominated industry over the years. One of the biggest deterrents holding women back from joining the logistic sector and pursuing it as a career option has been the absence of a good, healthy and a safe work environment. Blue Dart provides its women equal opportunities, a healthy environment, world-class infrastructure and empowers them to pursue both professional and personal success in the logistics industry.

## YOU AS A WOMAN EMPLOYEE, WERE THERE ANY CHALLENGES YOU FACED WHILE GOING ABOUT YOUR WORK ON A DAY TO DAY BASIS?

As a woman, you have to break multiple stereotypes, pursue your job and take care of your family; to live life on your terms. Maintaining a balance between these tasks has been the biggest challenge. When I stepped into this industry, I am thankful for the support of my family at home and at work that enabled me to gradually learn to deal with these challenges and successfully maintain a work-life balance.

## **DO YOU THINK THE PERCEPTION IN THE MARKET HAS CHANGED ABOUT WOMEN WORKERS/ EMPLOYEES?**

Yes, times are changing and we are witnessing women in senior leadership roles at various organizations, not to forget women taking up operational and technical roles like material handling equipment operators, shift supervisors, cab drivers and warehouse managers as well. This army of women is responsible for breaking the proverbial glass ceiling and finding themselves playing an important role in areas that were considered as male-dominated.

## **HOW HAS BLUE DART SUPPORTED YOU IN ACHIEVING YOUR DREAMS?**

One's success and recognition based on his/her performance is the best experience that an employee can achieve during his/her working tenure. Blue Dart supports employees to put their best foot forward and facilitates a high level of productivity and engagement. It also provides me with the platform to enhance and maximize my strengths and overcome my weaknesses. It motivates and inspires me to give my best to achieve my goals as well as the company's goals.

## **WHY WOULD YOU WANT MORE FEMALE EMPLOYEES TO JOIN BLUE DART?**

Customer service has been recognized as being extremely critical in our industry and the perfect blend of professionalism, patience and empathy can be brought into function by our female employees; as women, in general, are known to handle work with extra agility, sensitivity and empathy.

## **ANY WORDS OF ENCOURAGEMENT/ PEARLS OF WISDOM FOR OUR FEMALE COLLEAGUES**

As a woman, do not let your role be defined by your gender. Take ownership of each opportunity and once you discover your capabilities, you will realize that the sky is not the limit for your achievements and you can rule this world.